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Your Mendel Pear

.. Circular ..

GROW YOUR OWN PEARS NOW.
READ THIS CIRCULAR AND LEARN HOW.

PIONEER NURSERY "ORIGINATORS"
NEW ULM, MINN.

Pears—Big,
Luscious, Juicy,
Golden-Yellow

Pears—Bushels of them are waiting for you to act. The
Mendel Pear withstands 45 degrees below zero weather. North,
South. East. West—the Mendel is the Best.

Sec. 435 $\frac{1}{2}$ P. L. & R

U. S. Postage

Paid.

Permit No. 48
NEW ULM, MINN.

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Horticulture

GOVERNMENT PRINTING OFFICE J32437

M. E. N.

The Mendel Pear

**Pear Growing a Success in the North with the
MENDEL**

You Can Now Grow
Your Own Pears on
Your farm or in
Your Garden

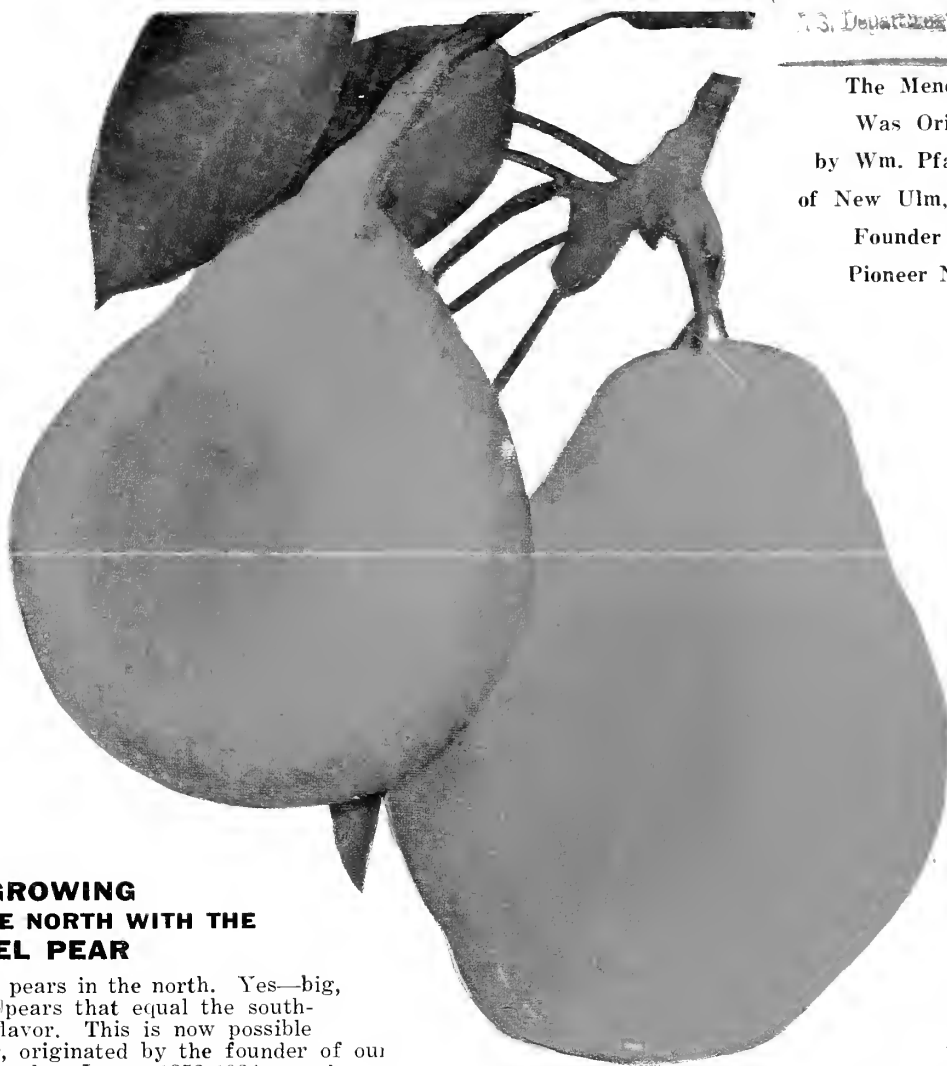
The Mendel
Pear is an
Achievement
of Note in
Horticulture.

PEAR GROWING A SUCCESS IN THE NORTH WITH THE MENDEL PEAR

You can now grow pears in the north. Yes—big, luscious, golden-yellow pears that equal the southern pears in size and flavor. This is now possible with our Mendel Pear, originated by the founder of our nursery — Mr. Wm. Pfaender, Jr. — 1852-1924 — who devoted his last twenty-five years to plant breeding and growing hardy nursery stock for the northern states.

The Mendel Pear is a real achievement in horticulture. Fruit growers and nurserymen have long wanted a Pear that would be hardy enough to withstand the cold winters of the north and at the same time a pear that would bear early crops of delicious fruit. This pear must also be of good size with keeping qualities; and the tree must withstand diseases, especially Fire-Blight.

Average
Size of
Mendel
Pears.



JUN 10 1923
U. S. Department of Agriculture

The Mendel Pear
Was Originated
by Wm. Pfaender, Jr.,
of New Ulm, Minn.
Founder of the
Pioneer Nursery.

The Pioneer Nursery

MENDEL PEAR SPECIALISTS

"The Originator's Nursery"

New Ulm, Minn.

The Mendel Pear has all the desirable qualities that an exceptional fruit can have and besides it has some qualities that no other fruit tree has ever had. The Mendel is "Hardy as an oak" so to say, because it has come through winters that had 45 degrees below zero weather. It is free of disease and does not show effects of blight. Blight is a fungous disease that cannot be cured. The only cure known is to cut off diseased limbs and often that is not sufficient. When the disease gets into the wood or body of the tree it cannot be saved as the disease seems to be in the sap or blood of the tree. Spraying may combat the leaf blight to some extent, but cannot cure it.

THE MENDEL IS BLIGHT-PROOF.

We have proven that the Mendel Pear is Blight-Proof. In fact, we claim that the Mendel is the only pear of quality in the world that is blight-proof and hardy enough to be a success in the northern states and elsewhere. In the warmer states where the good pears can be grown, pear growing has not been such a good success on account of the blight. The Mendel is a success anywhere. Large commercial orchards of pears can now be planted and will reap loads of gold, when the trees start bearing their crops of golden fruit.

GROW PEARS INSTEAD OF APPLES.

We have many apple orchards that are a success, but we have very few pear orchards that bring profit. Farmers and fruit-growers in the northern states can now plant their pear orchards and can reap real profits. Whereas we have thousands of bushels of apples going to waste in good apple years, we always have a scarcity of pears. You should plant a dozen or more trees in your orchard to make a good start. It is a good investment to start a large orchard of a hundred trees or more. In about five years these will start bearing and increase in bearing every year thereafter. In a few years the orchard will have paid back the money you invested in the trees with interest and then in the following years the orchard will bring in a fine income that will be greater per acre than any other crop that could be planted. The annual care of the orchard will be far less expense than any other crop.

THE MENDEL PEAR IN CITY GARDENS.

The modern city lot has very little space for vegetables or fruit trees and usually most space is given to flowers, shrubs and ornamental and shade trees. City folks find that they can buy their vegetables nearly as cheap as grow them and unless they do the gardening more as a source of recreation or hobby, the average city residents pay little attention to anything except shrubs, trees and flowers for ornamental purposes. Once in a while a few apple or plum trees will be planted on a city lot, but usually these do not fit in very well unless they are of the upright growing types that do not spread so much. However, the Mendel Pear can be used on any city lot. It is a fine, tall growing, upright tree and makes a good ornamental tree for the lawn. The city lot owner can plant a Mendel Pear without sacrificing any of the beauty of his landscape gardening scheme and he will get returns from the tree in the bushels of fine pears that the tree will bear in the future.

THE MENDEL PEAR IS RECOMMENDED BY LEADING AUTHORITIES.

Although we have tried and tested fruit trees for the northern states for the past thirty years and are supposed to be



This is a picture taken from the original Mendel Pear growing at the Pioneer Nursery, New Ulm, Minn., and shows its fine upright growing form and good crop of large golden-yellow pears.

authorities in horticulture, we do not want you to buy the Mendel Pear on what we alone say about it. We have had it tested by leading authorities in fruit-growing for the past ten years and know that these tests were made by people who were disinterested parties and gave true verdicts. We have never paid for a letter of recommendation and furthermore, the men who tested our pears were men who would not give a testimonial unless the product they tested was well worth recommendation from them. Such noted men as Professors Dorsey, Brierly, and Alderman, and Mr. Charles Haralson, late superintendent of the Minnesota Fruit Breeding Farm, and Mr. Redpath of the fruit exhibit at the Minnesota Horticultural meeting in 1920 announced the pear to be A No. 1 in quality. Professor A. G. Ruggles, Minnesota State Entomologist, and W. D. Winter, Chief Deputy of the State Department, praised the Blight-Proof qualities of the Mendel. We have letters from noted men that would fill all four pages of this circular to mention them. Moreover—when the leading nurserymen start talking about a thing, it must be good, otherwise they would not advertise it. The leading nurseries of Minnesota, North and South Dakota, Nebraska and Iowa are advertising the Mendel Pear. They have stock from our original tree, if they advertise the Mendel. You must be certain though that they advertise the Mendel as being originated by the founder of our nursery, Mr. Wm. Pfaender, Jr., otherwise they are not selling the genuine Mendel Pear and we are not responsible if you do not get the real thing.

BE SURE AND GET THE GENUINE MENDEL PEAR.

Do not buy the Mendel Pear from an unscrupulous grower. Be sure you get the genuine Mendel Pear. When something good has been invented or produced, there usually is someone who peddles something with a similar name or calls it the same name, and substitutes something cheap and inferior and the public suffers because of it. We are the originators and sell the genuine Mendel Pear.

**SPECIALIZING AND QUANTITY PRODUCTION BRINGS
YOU THE GENUINE MENDEL PEAR AT LOWEST
POSSIBLE PRICES.**

The price of a new thing is usually quite high, especially in the first years when it is being introduced and the producer has not been able to work up a good supply. The first five years, we were always behind in production of the Mendel. Now we have been specializing in this wonderful fruit tree and for the first time in the history of the Mendel Pear, we can offer fine, large trees at comparatively low prices. The demand has been so great that this past season about 40,000 Mendel pears were grown. At present we have about 7,000 left and we wish you and others who are receiving this circular, to put in an order within a few days, so that you may be sure to get several of these wonderful trees. At the prices quoted, you cannot afford to wait for another year to roll by without planting Mendel Pears.

PRICES—These are fine large trees.

Mendel Pears:

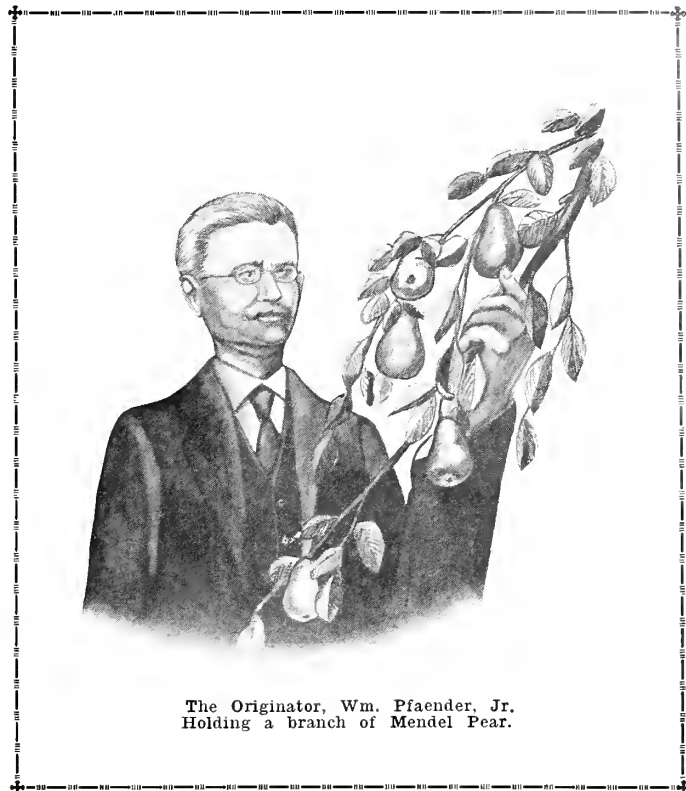
From 2 to 3 ft. each \$.75 or \$ 7.50 per doz.

From 3 to 4 ft. each \$1.00 or \$10.00 per doz.

From 4 to 5 ft. each \$1.50 or \$15.00 per doz.

Special heavy 5 to 6 ft. each \$1.75 or \$17.50 per doz.

Remember—you cannot buy as fine a grade of trees of the Mendel Pear for anywhere near the above prices. Firms listing these pears at lower prices either will furnish you inferior stock or they may even substitute an inferior grade of pear trees and call them Mendel. Be certain of your trees—order direct from us, the originator's nursery. Protect yourself against substitution. We furnish you the stock grown from the Original Mendel Pear, which we have here on our nursery, growing where the originator planted it over twenty-five years ago.



The Originator, Wm. Pfaender, Jr.
Holding a branch of Mendel Pear.

We also have a Complete Line of Nursery Stock for Northern States

Besides specializing in the Mendel Pear, we grow all kinds of fruit trees, berry plants, shrubs and ornamental and shade trees and evergreens for wind-breaks and ornamental plantings. We will furnish our catalog on request. We list a few Special Collection offers below, which may interest you.

COLLECTION NO. 1.

(State collection number when ordering)

This \$5.50 value for \$3.50.

2 Mendel Pears 2 to 3 ft. size.....	\$1.50
1 Duchess Apple 4 to 5 ft. size.....	.75
1 Wealthy Apple 4 to 5 ft. size.....	.75
1 Haralson Apple 4 to 5 ft. size.....	1.00
1 Waneta Red Plum 4 to 5 feet size	.75
1 Opata Plum Cherry 4 to 5 ft. size	.75

\$5.50

All for \$3.50.

COLLECTION NO. 2.

This \$7.50 value for \$5.00.

2 Mendel Pears 3 to 4 ft. size.....	\$2.00
1 Haralson Apple 4 to 5 ft. size.....	.75
1 Nicollet Cherry 4 to 5 ft. size.....	.75
10 Beta Grapes, 2 years old.....	3.50
2 Red Cherry Currants, 2 years old50

\$7.50

All for \$5.00.

**SPECIAL PIONEER BARGAIN
COLLECTION NO. 3.**

This \$15.25 value for \$10.00.

5 Mendel Pears 4 to 5 ft. size.....	\$ 7.50
2 Red Duchess, summer apples, 4 to 5 ft.	2.00
2 Wealthy, fall apples, 4 to 5 ft..	1.50
2 Northwestern Greening, winter apples	1.50
2 Haralson, the new red winter apple	2.00
1 Dark Red Hansa Rugosa Rose, 2 years75

\$15.25

All for \$10.00.

NOTICE—The Haralson Apple is the new red winter apple produced by the Minnesota Fruit Breeding Farm and is called "The Winesap of the North" which describes its lusciousness. The Nicollet Cherry is the new red semi-sweet cherry produced by the Minnesota Fruit Breeding Farm. The Duchess, Wealthy and Northwestern Greenings are old favorites and need no introduction. The Red Duchess is the New Red Summer Apple, originated at Long Lake, Minnesota, and it is a wonderful apple for the market. It colors up to a dark red and its appearance makes your mouth water.

Be sure and place your Mendel Pear Order with us without delay as orders are coming in daily and even though we have over 7,000 on hand they will not last very long. Order as many Pears as you wish and then if you add one or more of the collections and you will have a fine lot of bargains for this Spring. But—above all—order one or more Mendel Pears at once. Use the Order Page on the other side of this Circular.

CUT HERE AND USE FOR ORDERING

Date _____

Write Address Plainly, Please

**Pioneer Nursery,
New Ulm, Minn.**

Gentlemen:

Enclosed please find check ☐ Bank Draft ☐ Money Order ☐ for \$..... for which please forward the following order to my address at proper planting time.

Quantity	Size	Mendel Pears	Amount
Collection No.			
		Total	

Frost is out of the ground usually about _____

Please give date about _____ when frost is out of ground in your locality.